AMENDMENTS TO THE CLAIMS

1.   (Currently Amended) A computer implemented method comprising:

receiving a request to obtain consumer feedback on a broadcast product, wherein the broadcast product is designed to be broadcasted, substantially simultaneously, from a signal source to a service area via a broadcast medium, and captured by a plurality of clients located in the service area during the broadcasting;

sending at least one product description data to a the plurality of clients via the broadcast medium, wherein sending the product description data includes sending descriptions of features that characterizes the broadcast product;

receiving a feedback data on the broadcast product from each of the plurality of clients transparent to the user of the clients, wherein receiving the feedback data includes that each client generates at least one rating indicating the user's interest level with respect to each of the features a predictive rating of the broadcast product to predict an interest level of the user in the broadcast product based on information about the user's interest in other broadcast products, and the information is stored in a memory device of each of the clients;

processing a consumer feedback summary based on the feedback data on the broadcast product to infer demand for an upcoming broadcast product that is yet to be scheduled for broadcasting over the broadcast medium.

2.   (Currently Amended) The method of claim 1 wherein receiving the feedback data further comprising includes that the clients generate at least one of the following:

relevance data to indicate a relevance level of each of the features to the user's interest in the broadcast product; and

believability data to indicate an accuracy level of the first rating based on the user's viewing history communicating the consumer feedback summary to a product provider of the broadcast product.

3.   (Previously Presented) The method of claim 1 wherein the request to obtain consumer feedback is received from a product provider of the broadcast product.

4.   (Original) The method of claim 1 wherein the request to obtain consumer feedback comprises a request to test the success of one or more products.

5.   (Original) The method of claim 4 wherein the consumer feedback summary comprises a product success data for each of the one or more products.

6.   (Original) The method of claim 1 wherein the request to obtain consumer feedback comprises a request to compare the success of two or more attributes of a product.

7.   (Original) The method of claim 6 wherein the consumer feedback summary comprises an attribute success comparison data.

8.   (Original) The method of claim 1 wherein the request to obtain consumer feedback comprises a request to compare the success of two or more products.

9.   (Original) The method of claim 8 wherein the consumer feedback summary comprises a product success comparison data.

10.   (Original) The method of claim 1 wherein the request to obtain consumer feedback comprises a request to compare the success of two or more ways of marketing a product.

11.   (Original) The method of claim 10 wherein the consumer feedback summary comprises a marketing success comparison data.

12.   (Original) The method of claim 1 wherein the product description data comprises meta-data.

13.   (Original) The method of claim 1 wherein the product description data comprises program guide information.

14.   (Currently Amended) A system comprising:

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a broadcast center server;

a communication interface coupled to the broadcast center server;

a machine readable medium having instructions which when executed by the broadcast center server cause the system to perform operations comprising:

receiving a request to obtain consumer feedback on a broadcast product, wherein the broadcast product is designed to be broadcasted, substantially simultaneously, from a signal source to a service area via a broadcast medium, and captured by a plurality of clients located in the service area during the broadcasting;

sending at least one product description data to a-the plurality of clients via the broadcast med, wherein sending the product description data includes sending descriptions of features that characterizes the broadcast product;

receiving a feedback data on the broadcast product from each of the plurality of clients transparent to the user of the clients, wherein receiving the feedback data includes that each client generates at least one rating indicating the user's interest level with respect to each of the featuresa predictive rating of the broadcast product to predict an interest level of the user in the broadcast product based on information about the user's interest in other broadcast products, and the information is stored in the clients;

processing a consumer feedback summary based on the feedback data on the broadcast product to infer demand for an upcoming broadcast product that is yet to be scheduled for broadcasting over the broadcast medium.

15.   (Currently Amended) The system of claim 14 wherein receiving the feedback data further includes that the clients generate at least one of the following:

relevance data to indicate a relevance level of each of the features to the user's interest in the broadcast product; and

believability data to indicate an accuracy level of the first rating based on the user's viewing historyin which the machine-readable medium having further instructions which when executed by the processor cause the system to perform further operations comprising:

         communicating the consumer feedback summary to a product provider of the broadcast product.

16.   (Previously Presented) The system of claim 14 wherein the request to obtain consumer feedback is received from a product provider of the broadcast product.

17.   (Original) The system of claim 14 wherein:

the request to obtain consumer feedback comprises a request to test the success of one or more products; and

the consumer feedback summary comprises a product success data for each of the one or more products.

18.   (Original) The system of claim 14 wherein:

the request to obtain consumer feedback comprises a request to compare the success of two or more attributes of a product; and

the consumer feedback summary comprises an attribute success comparison data.

19.   (Original) The system of claim 14 wherein

the request to obtain consumer feedback comprises a request to compare the success of two or more products; and

the consumer feedback summary comprises a product success comparison data.

20.   (Original) The system of claim 14 wherein:

the request to obtain consumer feedback comprises a request to compare the success of two or more ways of marketing a product; and

the consumer feedback summary comprises a marketing success comparison data.

21.   (Original) The system of claim 14 wherein the product description data comprises meta-data.

22.   (Original) The system of claim 14 wherein the product description data comprises program guide information.

23.   (Currently Amended) A system comprising:

a processor coupled to a bus;

a memory coupled to the bus;

means for receiving a request to obtain consumer feedback on a broadcast product, wherein the broadcast product is designed to be broadcasted, substantially simultaneously, from a signal source to a service area via a broadcast medium, and captured by a plurality of clients located in the service area during the broadcasting;

means for sending at least one product description data to a-the plurality of clients via the broadcast medium, wherein sending the product description data includes sending descriptions of features that characterizes the broadcast product;

means for receiving a feedback data on the broadcast product from each of the plurality of clients transparent to the user of the clients, wherein receiving a feedback data includes that each client generates at least one rating indicating the user's interest level with respect to each of the featuresthe feedback data includes a predictive rating of the broadcast product to predict an interest level of the user in the broadcast product based on information about the user's interest in other broadcast products, and the information is stored in the clients;

means for processing a consumer feedback summary based on the feedback data on the broadcast product to infer demand for an upcoming broadcast product that is yet to be scheduled for broadcasting over the broadcast medium.

24.   (Currently Amended) The system of claim 23 wherein receiving the feedback data further includes that the clients generate at least one of the following:

relevance data to indicate a relevance level of each of the features to the user's interest in the broadcast product; and

believability data to indicate an accuracy level of the first rating based on the user's viewing historyfurther comprising:

————means for communicating the consumer feedback summary to a product provider of the broadcast product.

25.   (Previously Presented) The system of claim 23 wherein the request to obtain consumer feedback is received from the product provider of the broadcast product.

26. (Original) The system of claim 23 wherein the product description data comprises meta-data.

27. (Original) The system of claim 23 wherein the product description data comprises program guide information.